

## ABSTRACT

Generic information provided by printed and online catalogs may be supplemented or replaced by information that is customized for or related to the consumer, enabling a third party to more fully understand the purchase decision and thus offer more informed feedback.

- 5 A party accessing a merchant system may be provided electronic access to consumer-customized nonverbal information by, e.g., collecting an electronic version of consumer-customized nonverbal information at a merchant site, and displaying the electronic version of the consumer-customized nonverbal information for a party accessing the merchant system.

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